

Memorandum

**TO: Envision San Jose 2040
Task Force**

FROM: Stan Ketchum

**SUBJECT: JUNE 23, 2008
TASK FORCE MEETING**

DATE: June 16, 2008

This memo provides information to assist you in preparing for the June 23, 2008 Envision San Jose 2040 Task Force meeting. This meeting will continue the preliminary activities that will contribute to the development of land use scenarios (previously called alternatives) as the basis of the Envision San Jose 2040 General Plan.

Agenda Item 3 – Development of Land Use Scenarios

This item contains the next steps in the preparation for the development of Land Use Scenarios. Staff will provide a brief context for the item, referencing assigned reading, consisting of a portion of the Background for Planning section of the San Jose 2020 General Plan included in the May meeting reading list. This Background for Planning section describes the process followed for developing the Growth Alternatives for the San Jose 2020 General Plan and is instructive regarding the process to be followed by the Task Force in the upcoming months. If you have not already done so, you should review this section of the San Jose 2020 General plan prior to our June Task Force Meeting.

http://www.sanjoseca.gov/planning/gp/2020_text/Pdf_version/2004/GPChp2_Jan2004.pdf

Kim Walesh, Chief Strategist for the City of San Jose, will give a presentation entitled “Big Ideas and Trends for Cities of the Future.” Building on the demographic information presented in May, Kim will highlight trends and new ideas to further enlighten the discussion as the Task Force continues with the process to develop land use scenarios. To prepare you for Kim Walesh’s presentation and a follow up discussion, you should read the following three articles (links provided in packet):

- 1) “Driven to the Brink. How the Gas Price Spike Popped the Housing Bubble and Devalued the Suburbs”
- 2) “The Young and the Restless in a Knowledge Economy”
- 3) “Silicon Valley’s Next Act: Creativity, Consumers and Cross-Disciplinary Innovation Move Toward Center Stage”

Following Kim Walesh’s presentation and discussion, we will revisit the Draft Vision Statement developed last fall. Based on Ms. Walesh’s presentation, and based on everything that has been discussed and learned thus far, is there a need for additions to or modifications of the Draft Vision Statement? The outcome of this discussion will be a reconfirmation and refinement, as needed, of the Draft Vision Statement. The Draft Vision will continue to be reviewed and refined at key milestones throughout the process, as additional information is developed, including information

fiscal and economic existing conditions, trends and projections. The Draft Vision Statement can be obtained by clicking on the link below:

http://www.sanjoseca.gov/planning/gp_update/meetings/1-28-08/Envision2040_Vision_Graphic.pdf

Following the discussion on the Draft Vision Statement, we will begin to discuss initial draft guidelines for the development of land use scenarios. These guidelines will be revised and refined through coming meetings as additional information on land use, fiscal, economic and services and facilities is discussed by the Task Force. When finalized, these guidelines will provide direction on where and how the City of San Jose should physically grow. For example, where should new residences, businesses and other activities be geographically located? How should this new development be shaped and integrated into the existing community to achieve the Draft Envision San Jose 2040 Vision? These guidelines will also be used to analyze and compare the various scenarios developed. Ultimately, this evaluation will be combined with a traffic evaluation and an economic and fiscal evaluation to inform the Task Force's recommendation on a preferred land use scenario.

Agenda Item 4 – Announcements

- a. Status Report on Task Force Attendance. The Task force will recall that the City Council approved Attendance and Membership Replacement Policies for the Envision San Jose 2040 Task Force; these policies are included in your Task Force Meeting #1 packet and can be obtained by clicking on the following link:

http://www.sanjoseca.gov/clerk/Agenda/091107/091107_04.04.pdf

The policy states, in part, as follows:

“A member of the Envision San Jose 2040 Task Force shall be removed from the Task force after either three consecutive unexcused absences or a total number of unexcused absences greater than 30% of the total meetings over a nine-month period.”

Staff interprets 30% of nine monthly meetings to be three meetings. The June Task Force meeting is the ninth meeting. Attached is the Task Force Attendance Record, reflecting staff's best understanding of members' attendance and the reasons (excused/unexcused) for absences. Staff has not received specific communications from members regarding many of the absences and, as such, has recorded them as unexcused. The Attendance and Membership Replacement Policies includes the definition of excused, as reflected in the San Jose Municipal Code. As noted in the Attendance Record, a number of Task Force members have two unexcused absences, to-date. Staff's understanding of the nine month provision is that it covers the most recent meeting and the eight prior months (e.g. 9/17/07 – 6/23/08 or 10/9/07 – 7/28-08). Please be aware of the current Attendance Record. In order to maintain a complete, accurate Attendance Record, particularly regarding absences, task force members are requested to notify staff through E-mail or in writing, in advance, of expected absences.

- b. Great Cities Speakers Series – On July 14, 2008, Dan Burden, Director of Walkable Communities will speak at the San Jose Repertory Theater at 6:00 p.m.
- c. Task Force Tour – Saturday, June 28, 8:30 a.m. to 1:00 p.m. – Staff will provide additional details in preparation for the tour. If you have not yet RSVP'd, please do so at your earliest convenience.

Agenda Item 5 – Public Comment

One item was submitted this month by a member of the public to the Task Force. Lowell Grattan submitted and an article from the American Dream Coalition entitled, "How Smart Growth Makes Housing Unaffordable." This item is included in your packet.

Task Force Correspondence

Task Force member Linda LeZotte submitted an article from the Washington Post entitled, "Report Details Effects of Climate Change Across the U.S." Linda also submitted, for Task Force review, a web page link to a zero emissions development in Sonoma County called Sonoma Mountain Village.

Task Force member Teresa Alvarado submitted information on a Gateway Arts and Entertainment District in Western Maryland as a successful community development process.

Task Force Co-Chair Shirley Lewis submitted and article entitled "Suburbs a Mile Too Far for Some, Demographic Changes and Gasoline Prices May Hasten the Demand for Urban Living."

Task Force Referral Tracking Log

Staff has initiated a tracking log to monitor and ensure completion of referrals and information requests from the Task Force. The log and first set of items, from the May 27 meeting, are included in this packet. This log will be updated after each meeting and included in your packet on a regular basis.

If you have any questions, please contact either me (535-7876) or Michael Brilliot (535-7831), or by email at stan.ketchum@sanjoseca.gov/michael.brilliot@sanjoseca.gov.

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